

# **Macomb County (MI)**

# COUNTY-WIDE ADVANCED TELECOMMUNICATIONS STUDY & ADVANCED TELECOMMUNICATIONS STRATEGIC PLAN

Final Document October 31, 2003

#### Prepared by



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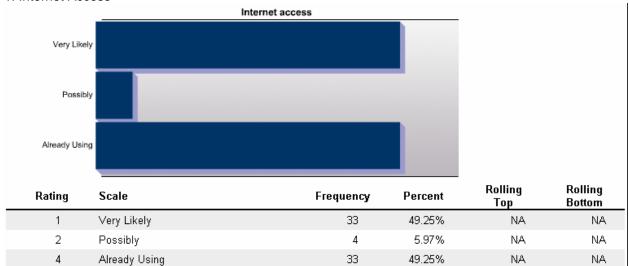
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# **Survey Results**

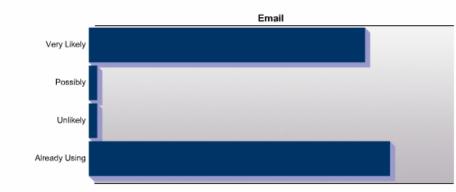
#### **Basic Use of Technology**

If technology could provide the following services for your business, how likely is it you would use these services:

#### 1. Internet Access



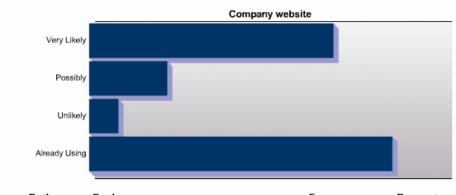
#### 2. Email



Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Very Likely	33	49.25%	NA	NA
2	Possibly	1	1.49%	NA	NA
3	Unlikely	1	1.49%	NA	NA
4	Already Using	36	53.73%	NA	NA

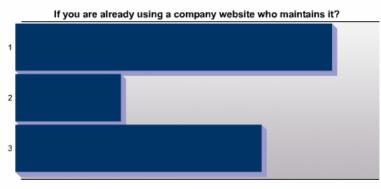
## 3. Company website

# $\textit{MACOMB COUNTY (MI) METROMORPHOSIS}^{\intercal}$



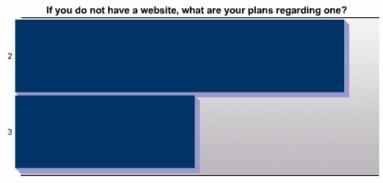
Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Very Likely	25	37.31%	NA	NA
2	Possibly	8	11.94%	NA	NA
3	Unlikely	3	4.48%	NA	NA
4	Already Using	31	46.27%	NA	NA

4. If you are already using a website, who maintains it?



Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	It is maintained my our in-house staff	27	48.21%	NA	NA
2	It is maintained by another location of our company	9	16.07%	NA	NA
3	It is maintained by an outside company	21	37.50%	NA	NA

5. If you don't have a website, what are your plans regarding one?

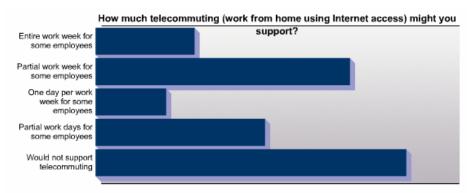


Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
2	We will probably have a website in the near future	11	64.71%	NA	NA
3	We will probably have a website someday, but not soon	6	35.29%	NA	NA

#### **Advanced Use of Technology**

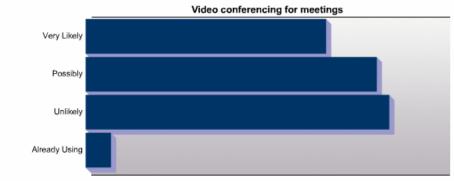
If technology could provide the following advanced services for your business, how likely is it you would use these services:

6. How much "telecommuting" (work from home using Internet access) might you support?



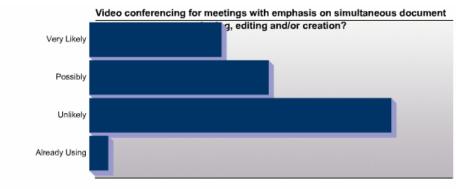
Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Entire work week for some employees	7	10.94%	NA	NA
2	Partial work week for some employees	18	28.13%	NA	NA
3	One day per work week for some employees	5	7.81%	NA	NA
4	Partial work days for some employees	12	18.75%	NA	NA
5	Would not support telecommuting	22	34.38%	NA	NA

## 7. Video conferencing for meetings?



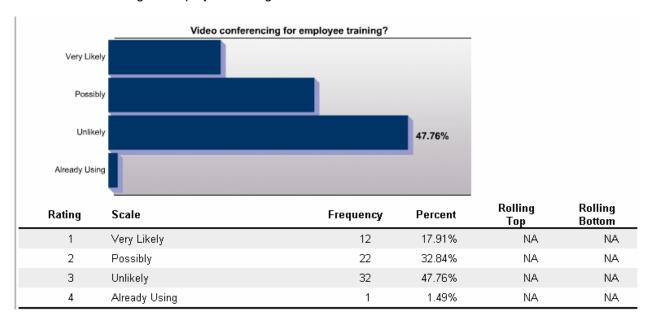
Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Very Likely	19	28.36%	NA	NA
2	Possibly	23	34.33%	NA	NA
3	Unlikely	24	35.82%	NA	NA
4	Already Using	2	2.99%	NA	NA

# 8. Video conferencing for meetings with emphasis on simultaneous document sharing, editing and/or creation?

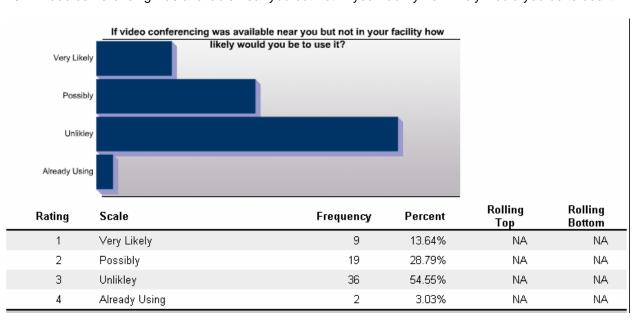


Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Very Likely	14	20.90%	NA	NA
2	Possibly	19	28.36%	NA	NA
3	Unlikely	32	47.76%	NA	NA
4	Already Using	2	2.99%	NA	NA

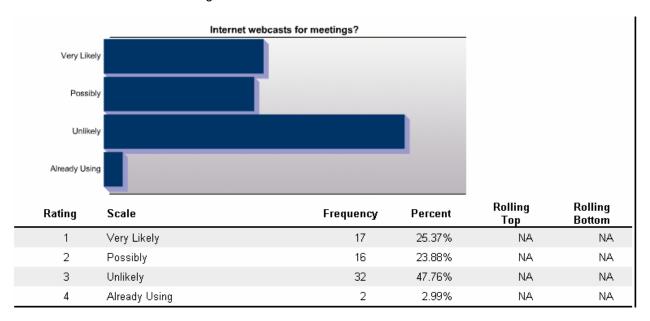
#### 9. Video conferencing for employee training?



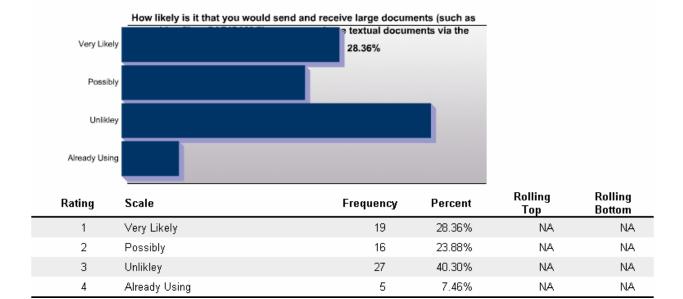
10. If video conferencing was available near you but not in your facility how likely would you be to use it?



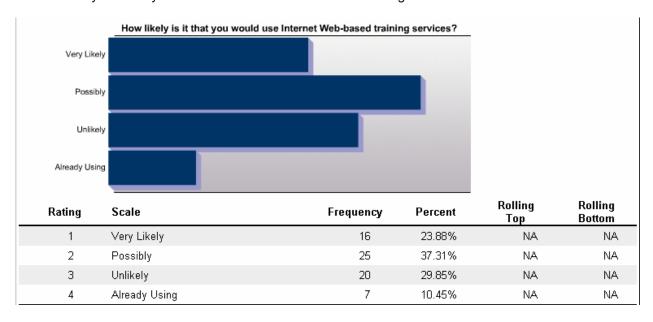
#### 11. Internet Webcasts for meetings?



12. How likely is it that you would send and receive large documents (such as graphics files, CAD/CAM files, or super-huge textual documents via the Internet?

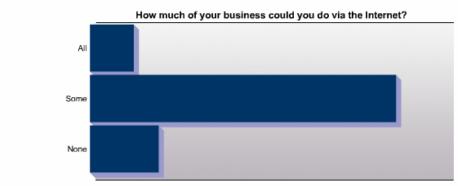


13. How likely is it that you would use Internet Web-based training services?



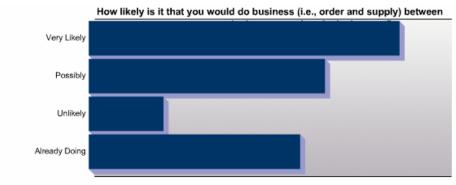
## **Doing Business on the Internet**

14. How much of your business could you do via the Internet?



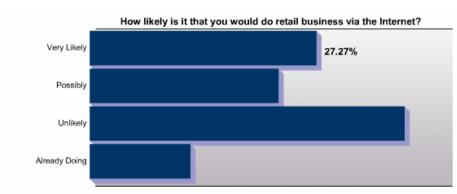
Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	All	7	10.45%	NA	NA
2	Some	49	73.13%	NA	NA
3	None	11	16.42%	NA	NA

15. How likely is it that you would do business (i.e., order and supply) between your company and other companies via the Internet?



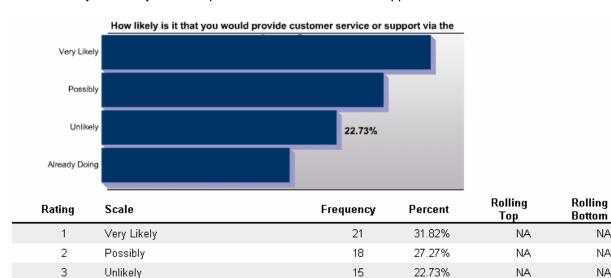
Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Very Likely	25	37.31%	NA	NA
2	Possibly	19	28.36%	NA	NA
3	Unlikely	6	8.96%	NA	NA
4	Already Doing	17	25.37%	NA	NA

16. How likely is it that you would do retail business via the Internet?



Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Very Likely	18	27.27%	NA	NA
2	Possibly	15	22.73%	NA	NA
3	Unlikely	25	37.88%	NA	NA
4	Already Doing	8	12.12%	NA	NA

17. How likely is it that you would provide customer service or support via the Internet?



NΑ

NA

NΑ

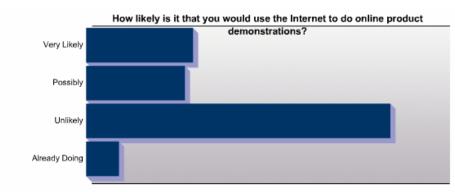
NA

NA

18. How likely is it that you would use the Internet to do online product demonstrations?

12

18.18%

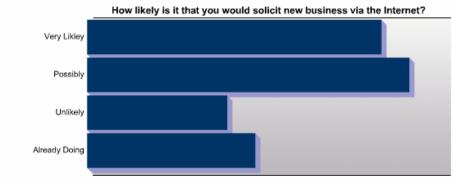


Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Very Likely	13	19.70%	NA	NA
2	Possibly	12	18.18%	NA	NA
3	Unlikely	37	56.06%	NA	NA
4	Already Doing	4	6.06%	NA	NA

4

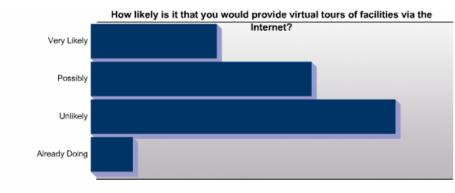
Already Doing

19. How likely is it that you would solicit new business via the Internet?



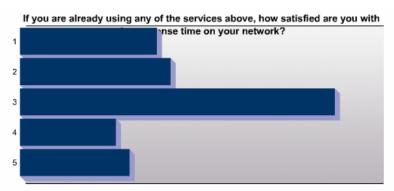
Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	∨ery Likley	21	31.82%	NA	NA
2	Possibly	23	34.85%	NA	NA
3	Unlikely	10	15.15%	NA	NA
4	Already Doing	12	18.18%	NA	NA

20. How likely is it that you would provide virtual tours of facilities via the Internet?



Rat	ing	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
	1	Very Likely	12	18.18%	NA	NA
	2	Possibly	21	31.82%	NA	NA
	3	Unlikely	29	43.94%	NA	NA
	4	Already Doing	4	6.06%	NA	NA

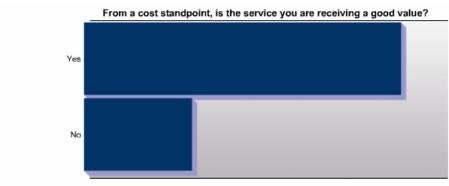
21. If you are already using any of the services above, how satisfied are you with the response time on your network?



Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Always slow	10	16.95%	NA	NA
2	Ok, but slow during peak business periods throughout the day	11	18.64%	NA	NA
3	Usually ok	23	38.98%	NA	NA
4	Fast with some slow times	7	11.86%	NA	NA
5	Always fast	8	13.56%	NA	NA

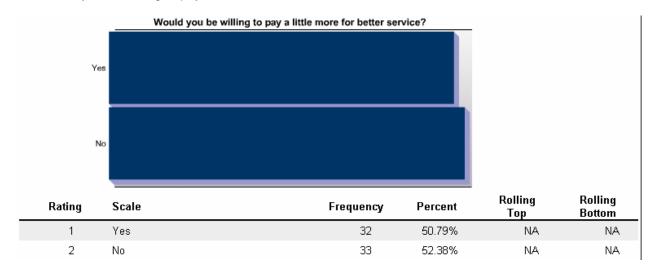
# Connectivity

22. From a cost standpoint, is the service you are receiving a good value?

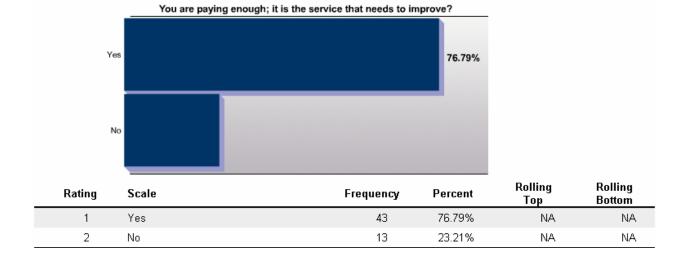


Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Yes	47	74.60%	NA	NA
2	No	16	25.40%	NA	NA

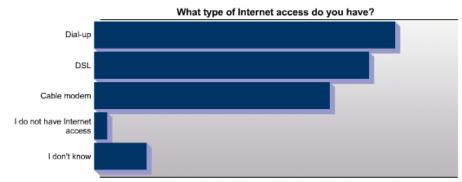
## 23. Would you be willing to pay a little more for better service?



## 24. You are paying enough; it's the service that needs to improve?

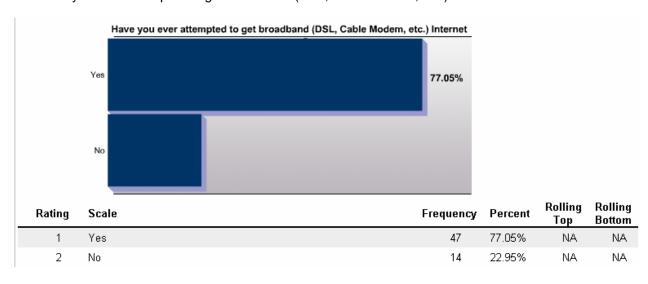


## 25. What type of Internet access do you have?

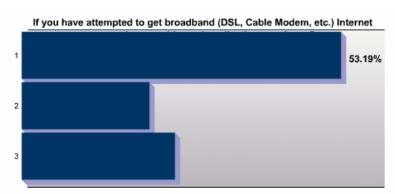


Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Dial-up	23	35.94%	NA	NA
2	DSL	21	32.81%	NA	NA
3	Cable modem	18	28.13%	NA	NA
5	I do not have Internet access	1	1.56%	NA	NA
6	l don't know	4	6.25%	NA	NA

#### 26. Have you ever attempted to get broadband (DSL, Cable Modem, etc.) Internet access?



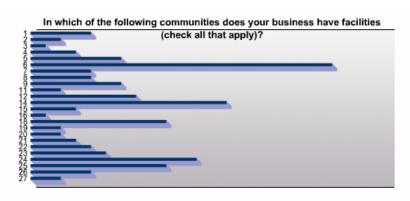
27. If you have attempted to get broadband (DSL, Cable Modem, etc.) Internet access how would you describe the experience?



Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Went well and I got the service	25	53.19%	NA	NA
2	Found service but it was too expensive	10	21.28%	NA	NA
3	Tried to find service but could not find it for my area	12	25.53%	NA	NA

#### **About Your Business**

28. In which of the following communities does your business have facilities - check all that apply?

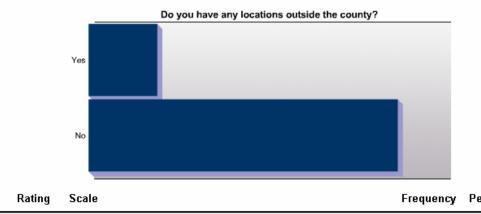


Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Armada Township	4	6.25%	NA	NA
2	Village of Armada	2	3.13%	NA	NA
3	Bruce Township	1	1.56%	NA	NA
4	City of Centerline	3	4.69%	NA	NA
5	Chesterfield Township	6	9.38%	NA	NA
6	Clinton Township	20	31.25%	NA	NA

# $\textit{MACOMB COUNTY (MI) METROMORPHOSIS}^{\intercal}$

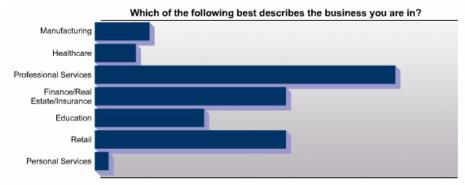
7         City of Eastpointe         4         6.25%         NA         NA           8         City of Fraser         4         6.25%         NA         NA           9         Harrison Township         6         9.38%         NA         NA           11         Lenox Township         2         3.13%         NA         NA           12         Macomb Township         7         10.94%         NA         NA           14         City of Mount Clemens         13         20.31%         NA         NA           15         City of New Baltimore         3         4.69%         NA         NA           16         Village of New Haven         1         1.56%         NA         NA           18         City of Richmond         9         14.06%         NA         NA           19         Richmond Township         2         3.13%         NA         NA           20         Village of Romeo         2         3.13%         NA         NA           21         City of Roseville         3         4.69%         NA         NA           22         City of St. Clair Shores         4         6.25%         NA         NA <t< th=""><th></th><th></th><th></th><th></th><th></th><th></th></t<>						
9         Harrison Township         6         9.38%         NA         NA           11         Lenox Township         2         3.13%         NA         NA           12         Macomb Township         7         10.94%         NA         NA           14         City of Mount Clemens         13         20.31%         NA         NA           15         City of New Baltimore         3         4.69%         NA         NA           16         Village of New Haven         1         1.56%         NA         NA           18         City of Richmond         9         14.06%         NA         NA           19         Richmond Township         2         3.13%         NA         NA           20         Village of Romeo         2         3.13%         NA         NA           21         City of Roseville         3         4.69%         NA         NA           22         City of St. Clair Shores         4         6.25%         NA         NA           23         Shelby Township         5         7.81%         NA         NA           24         City Sterling Heights         11         17.19%         NA         NA <td>7</td> <td>City of Eastpointe</td> <td>4</td> <td>6.25%</td> <td>NA</td> <td>NA</td>	7	City of Eastpointe	4	6.25%	NA	NA
11       Lenox Township       2       3.13%       NA       NA         12       Macomb Township       7       10.94%       NA       NA         14       City of Mount Clemens       13       20.31%       NA       NA         15       City of New Baltimore       3       4.69%       NA       NA         16       Village of New Haven       1       1.56%       NA       NA         18       City of Richmond       9       14.06%       NA       NA         19       Richmond Township       2       3.13%       NA       NA         20       Village of Romeo       2       3.13%       NA       NA         21       City of Roseville       3       4.69%       NA       NA         21       City of Roseville       3       4.69%       NA       NA         22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA	8	City of Fraser	4	6.25%	NA	NA
12       Macomb Township       7       10.94%       NA       NA         14       City of Mount Clemens       13       20.31%       NA       NA         15       City of New Baltimore       3       4.69%       NA       NA         16       Village of New Haven       1       1.56%       NA       NA         18       City of Richmond       9       14.06%       NA       NA         19       Richmond Township       2       3.13%       NA       NA         20       Village of Romeo       2       3.13%       NA       NA         21       City of Roseville       3       4.69%       NA       NA         22       City of Roseville       3       4.69%       NA       NA         22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	9	Harrison Township	6	9.38%	NA	NA
14       City of Mount Clemens       13       20.31%       NA       NA         15       City of New Baltimore       3       4.69%       NA       NA         16       Village of New Haven       1       1.56%       NA       NA         18       City of Richmond       9       14.06%       NA       NA         19       Richmond Township       2       3.13%       NA       NA         20       Village of Romeo       2       3.13%       NA       NA         21       City of Roseville       3       4.69%       NA       NA         22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	11	Lenox Township	2	3.13%	NA	NA
15         City of New Baltimore         3         4.69%         NA         NA           16         Village of New Haven         1         1.56%         NA         NA           18         City of Richmond         9         14.06%         NA         NA           19         Richmond Township         2         3.13%         NA         NA           20         Village of Romeo         2         3.13%         NA         NA           21         City of Roseville         3         4.69%         NA         NA           22         City of St. Clair Shores         4         6.25%         NA         NA           23         Shelby Township         5         7.81%         NA         NA           24         City Sterling Heights         11         17.19%         NA         NA           25         City of Utica         9         14.06%         NA         NA           26         City of Warren         4         6.25%         NA         NA	12	Macomb Township	7	10.94%	NA	NA
16       Village of New Haven       1       1.56%       NA       NA         18       City of Richmond       9       14.06%       NA       NA         19       Richmond Township       2       3.13%       NA       NA         20       Village of Romeo       2       3.13%       NA       NA         21       City of Roseville       3       4.69%       NA       NA         22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	14	City of Mount Clemens	13	20.31%	NA	NA
18         City of Richmond         9         14.06%         NA         NA           19         Richmond Township         2         3.13%         NA         NA           20         Village of Romeo         2         3.13%         NA         NA           21         City of Roseville         3         4.69%         NA         NA           22         City of St. Clair Shores         4         6.25%         NA         NA           23         Shelby Township         5         7.81%         NA         NA           24         City Sterling Heights         11         17.19%         NA         NA           25         City of Utica         9         14.06%         NA         NA           26         City of Warren         4         6.25%         NA         NA	15	City of New Baltimore	3	4.69%	NA	NA
19       Richmond Township       2       3.13%       NA       NA         20       Village of Romeo       2       3.13%       NA       NA         21       City of Roseville       3       4.69%       NA       NA         22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	16	Village of New Haven	1	1.56%	NA	NA
20       Village of Romeo       2       3.13%       NA       NA         21       City of Roseville       3       4.69%       NA       NA         22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	18	City of Richmond	9	14.06%	NA	NA
21       City of Roseville       3       4.69%       NA       NA         22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	19	Richmond Township	2	3.13%	NA	NA
22       City of St. Clair Shores       4       6.25%       NA       NA         23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	20	Village of Romeo	2	3.13%	NA	NA
23       Shelby Township       5       7.81%       NA       NA         24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	21	City of Roseville	3	4.69%	NA	NA
24       City Sterling Heights       11       17.19%       NA       NA         25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	22	City of St. Clair Shores	4	6.25%	NA	NA
25       City of Utica       9       14.06%       NA       NA         26       City of Warren       4       6.25%       NA       NA	23	Shelby Township	5	7.81%	NA	NA
26 City of Warren 4 6.25% NA NA	24	City Sterling Heights	11	17.19%	NA	NA
•	25	City of Utica	9	14.06%	NA	NA
27 Washington Township 2 3.13% NA NA	26	City of Warren	4	6.25%	NA	NA
	27	Washington Township	2	3.13%	NA	NA

# 29. Do you have any locations outside the county?



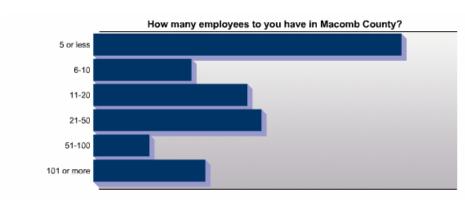
Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Yes	12	18.18%	NA	NA
2	No	54	81.82%	NA	NA

## 30. Which of the following best describes the business you are in?



Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	Manufacturing	4	6.06%	NA	NA
2	Healthcare	3	4.55%	NA	NA
3	Professional Services	22	33.33%	NA	NA
4	Finance/Real Estate/Insurance	14	21.21%	NA	NA
5	Education	8	12.12%	NA	NA
6	Retail	14	21.21%	NA	NA
7	Personal Services	1	1.52%	NA	NA

## 31. How many employees to you have in Macomb County?



Rating	Scale	Frequency	Percent	Rolling Top	Rolling Bottom
1	5 or less	22	34.38%	NA	NA
2	6-10	7	10.94%	NA	NA
3	11-20	11	17.19%	NA	NA
4	21-50	12	18.75%	NA	NA
5	51-100	4	6.25%	NA	NA
6	101 or more	8	12.50%	NA	NA